

# Philip Morris USA

# Monthly Integrated Ni

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## PM ALL OUTLET COMBINED PERFORMANCE MONTHLY INTEGRATED NIELSEN - JULY 1994

	<u>Total PM</u>	<u>Marlboro</u>	<u>Other PM Prem</u>	<u>PM Discount</u>	<u>PM Prvt Label</u>	<u>PM Brd Disc</u>
Mar 93	41.6	22.0	9.1	10.5	3.0	7.6
July 93	45.5	26.6	8.3	10.6	2.8	7.8
Jan 94	45.1	26.0	9.2	9.0	1.6	7.3
Feb 94	45.6	27.3	9.1	9.1	1.8	7.3
Mar 94	45.6	27.4	9.1	9.1	1.8	7.3
Apr 94	46.1	27.9	9.1	9.1	1.8	7.3
May 94	46.6	28.5	9.1	9.0	1.7	7.3
June 94	46.7	28.9	8.9	8.9	1.7	7.2
July 94	46.5	29.0	8.8	8.6	1.6	7.0

- PM's monthly share declined -0.2 points to 46.5%, its first month-to-month loss since January 1994.
- Marlboro's share advanced +0.2 points to 29.0% (its highest level to date), despite depletion of B4G1F product.
  - Country Store B4G1F share declined -0.6 points from its peak month-ago level to 0.6%, with its incidence falling to 26% of c-stores.
- Other Premium Brands' share declined -0.1 points to 8.8%, its lowest level since October 1993.
  - Monthly loss was concentrated among B&H packings, reflecting depletion of remaining Special Kings product.
- Discount Brands' share declined -0.3 points to 8.6%, its lowest level since November 1992.
  - PM's PL's and Basic accounted for the loss
  - Basic's share of the Discount category declined -0.2 points to 14.4% (-0.1 point below its benchmark).

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